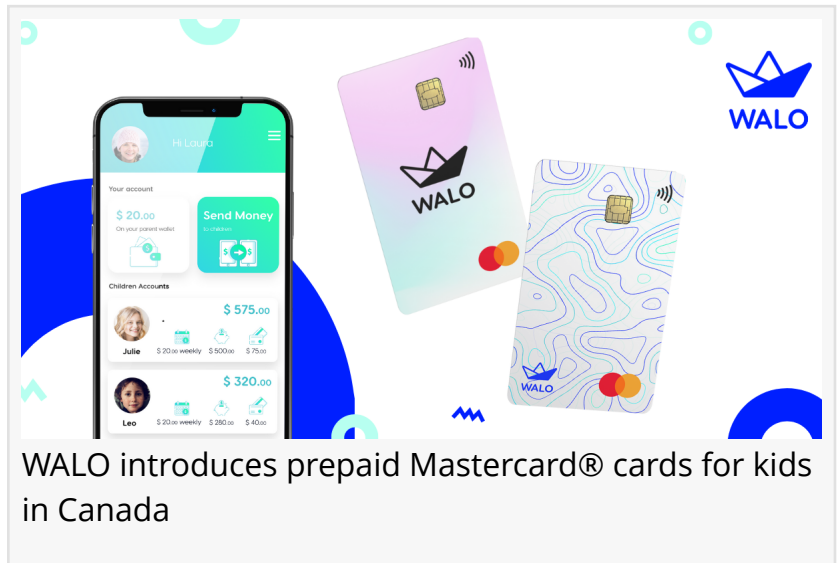


WALO Launches Educational Payment Cards to Help Parents Raise Money-Smart Kids

WALO is excited to announce the launch of WALO Card, a reloadable prepaid Mastercard®, to help parents raise money-smart kids in the digital money era.

MONTREAL, QC, CANADA, October 19, 2022 /EINPresswire.com/ -- The WALO Card comes with a gamified mobile app for families that empowers parents to use allowances as an educational tool to teach their kids financial responsibility.



WALO introduces prepaid Mastercard® cards for kids in Canada

Recent economic woes are a cruel reminder that a shocking number of North Americans live paycheck to paycheck. It also reminds us how money can be a constant generator of stress and divisions for families. It's more pressing than ever to provide solutions that help kids learn good financial habits. WALO, a Canadian fintech company, believes the narrative must change and is on a mission to build a solid foundation to ensure the financial well-being of future generations.

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According to our research, 86% of parents wish they had better money management skills when they were a teenager and 87% don't want their kids to make the same financial mistakes they made.”

Rim Charkani, Cofounder & CEO, WALO

“80% of parents believe allowance and chores are a practical way to help them learn the value of a dollar. We created WALO to give every kid an opportunity to learn the basics of personal finance early on, so that they can do better than us as young adults” - Rim Charkani, Co-founder & CEO.

With WALO, parents can automate allowances and chores for their kids, monitor their spending, saving activity and educational progress, and send them money in real-time.

Kids can personally manage and keep track of their money and allowances. They get to use their own prepaid card to shop online & in stores. They're encouraged to create savings goals and set budgets for their next big purchase, while also learning through educational content and taking

on interactive quizzes.

[WALO Card and App](#) are now available to all Canadian residents on Android and iOS devices.

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